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MALRITE
COMMUNICATIONS
GROUP, INC.

Corporate Headquarters

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MILTON MALTZ
Chairman of the Board
Chief Executive Officer

May 27, 1997

DOCKET FILE COPY ORIGINAL

Mr. Roy Stewart
Chief, Mass Media Bureau
Federal Communications Commission
1919 M Street, N.W.
Washington, D.C. 20554

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MAY 30 1997

Federal Communications Commission
Office of Secretary

RE: MM Docket No. 97-221
Local Television Ownership Rules

Dear Mr. Stewart:

I understand the FCC is in the process of reviewing its local ownership rules. On behalf of WOIO-TV, Ch. 19, I urge you to significantly relax the current television duopoly rule.

Every day my station competes for viewers and advertisers with scores of channels from local cable systems, satellite providers and other local television stations. Competition is fierce and will intensify as video services become available on the Internet or through telephone company video systems. With all this multi-channel competition, it makes little sense to restrict the ownership of free, local, over-the-air television to one channel per market. Permitting me to combine with another station in the market will make over-the-air television a stronger competitor. Free service to the public will improve. At the very least the FCC should permit UHF/UHF combinations in local markets.

The performance of local marketing agreements demonstrates that local market combinations serve the public interest. 3-1/2 years ago my station entered into a local marketing agreement with station WUAB, Ch. 43. At the time the station was in serious economic decline. The LMA has improved service to the community. For example, the stations now broadcast an additional 19-1/2 hours of local news and information per week. The direct result of the combined production resources of WOIO and WUAB has been to allow Malrite to bring to the city of Cleveland a children's program entitled "Planet Cleveland". It is produced as a monthly one-half hour show and visits places of local interest, i.e., museums, businesses, parks, etc. The program seeks to educate first, and entertain second, and its success is entirely due to the strength of the combined WOIO/WUAB production facilities as well as the economic stability of the broadcast operation that makes the show possible. Additional examples of the stations' public service programming are enclosed.

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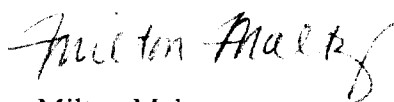
Apart from programming, we have improved the technical facilities of WUAB providing a stronger signal to the entire community. In all, my station has invested millions of dollars in WUAB, giving our community a stronger, more vibrant competitive voice.

The FCC's current LMA proposal will destroy my investment and hurt the public. Limiting my local marketing agreement to its current term prevents me from renewing the agreement. The proposal to void my LMA contract upon the sale of either station has a similar effect. Why should my station invest millions of dollars improving the value of another station, if the government forces the contract to dissolve upon the transfer of either station and/or cannot be renewed. It is patently unfair to impose these devastating restrictions. Moreover, such restrictions violate the 1996 Telecommunications Act which grandfathered these arrangements.

There is no doubt that local market combinations provide better service to the public. Without a relaxation of the television duopoly rule, my station will find it increasingly difficult to compete against multichannel video providers as well as giants that are entrenched in my market such as Fox, Gannett and Scripps Howard. Without local market combinations, many smaller stations will not be able to afford the shift to digital television.

If you want diverse, local free over-the-air television to survive in a multichannel world, then I urge you to relax the television duopoly rule to permit the common ownership of two UHF television stations in the same market. Stations should not have to endure a lengthy and expensive waiver processes in these situations. Relaxing this rule will also insure that the public will retain the benefits of existing local marketing agreements.

Sincerely,

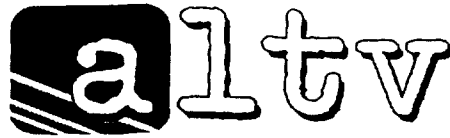
A handwritten signature in cursive script that reads "Milton Maltz".

Milton Maltz

Enclosures

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MAY 3 0 1997



Federal Communications Commission
Office of Secretary

Association of Local Television Stations Local Station Operators Coalition

The Time Has Come to Relax the Local Television Ownership Restrictions

1. VIDEO MARKETPLACE HAS CHANGED DRAMATICALLY SINCE THE RESTRICTIONS WERE IMPOSED.

- More over-the-air television broadcast competition.

	1948	1964	Today
Commercial TV	16	582	1,181
Public TV	0	79	363
Low Power TV	0	0	1,772

- The average number of over-the-air television stations in the top 10 markets is 13.4 stations per market. Markets 21 -30 average 9.8 stations per market and even small markets (101 - 110) average 5.3 stations per market.

2. LOCAL TELEVISION STATIONS COMPETE IN A MULTICHANNEL WORLD. ONLY FREE, OVER-THE-AIR BROADCASTING IS LIMITED TO ONE TELEVISION CHANNEL PER MARKET.

- Cable was almost non-existent in 1964. Today, cable passes 96% of all U.S. homes, and over 65% of these households subscribe. Also, 95% of all cable subscribers receive 30 or more channels in their own local market.

- Direct broadcast satellite services (DBS) are poised to explode, delivering hundreds of channels to local markets across the country. By the end of the decade DBS will have approximately 10 million subscribers.
- Each MMDS system currently provides over 30 channels of service to each local market. This will increase to approximately 130 channels with digital conversion.
- Telephone companies can either start up new cable systems or construct open video platforms with hundreds of channels.
- The Internet is expanding bringing new information to millions of homes.

All of these pay-technologies give a single owner the ability to transmit multiple video channels in each local television market. Limiting television station owners to one channel can no longer be justified.

3. LOCAL MARKET COMBINATIONS POSE NO THREAT TO DIVERSITY AND COMPETITION.

- In today's video marketplace, there are a plethora of information sources including cable channels, newspapers, radio, MMDS and DBS. There is no chance that common ownership of two television stations will result in one owner dominating political discourse in a local market.
- With cable interconnects and competing sources of advertising, there is little chance that owning two television stations in a market would harm competition.

4. LOCAL MARKET COMBINATIONS ENHANCE DIVERSITY AND COMPETITION.

- Today, there are approximately 60 instances where two local television stations entered into a LOCAL MARKETING AGREEMENT (LMA). These agreements generally involve a financially healthy station providing programming on a financially weaker station. These LMAs represent hundreds of millions of dollars in investment. These arrangements have increased diversity and competition by making more local television stations competitive. LMAs have:
 - Saved dozens of financially distressed television stations.
 - Resulted in dozens of new stations coming on the air in many (especially small) markets.

- Increased the amount of news, public affairs, local sports and top quality entertainment programs available on free-over-the-air television.
- Dramatically improved stations' signal quality.
- Made it possible for smaller stations to afford the conversion to digital television.
- Added new sources of programming, including vitally important affiliates for the new, emerging WB and UPN networks.
- Created additional advertising outlets in local markets.
- Congress found that LMAs provide important public interest benefits and the 1996 Telecommunications Act grandfathered these arrangements.

5. THE FEDERAL COMMUNICATIONS COMMISSION SHOULD PERMIT THE COMMON OWNERSHIP OF TWO STATIONS IN A LOCAL MARKET, ESPECIALLY IF THEY INVOLVE UHF/UHF OR UHF/VHF COMBINATIONS.

- ***LMA Grandfathering:*** Despite congressional intent, the FCC proposes to adopt policies that will terminate existing LMAs after their current contract terms expire. There can be no renewal. Also, the LMA must end when either of the two stations is transferred. These proposals are in direct conflict to the grandfathering concept. They will deny the public the benefits of these local marketing agreements.
- ***Future Combinations:*** The FCC should revise its rules to permit future combinations, either through outright ownership or through the LMA process, provided one of the stations is a UHF station.
 - As a class, UHF facilities are generally the weaker facilities in most markets. A presumptive waiver for this class of stations is appropriate. VHF/VHF combinations should be permitted in unique circumstances such as in Puerto Rico and Hawaii.
 - All television station owners should have the opportunity to create these combinations. Failure to afford this opportunity to other stations is unfair to competitors and will deny the public the benefits of local market combinations.



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CBS 19 COMMUNITY AFFAIRS '97 EVENTS

WALK ABOUT CLEVELAND, THE 9TH ANNUAL DOWNTOWN WALK FOR HUNGER ON MAY 10TH. Co-sponsored by the Hunger Network of Greater Cleveland

WOIO along with The Plain Dealer has been a sponsor for the last 6 years. Every year we produce and air a 30 second psa, featuring talent from the news department (Ben Holbert) who will also MC the walk, appearance on CBS 19 Sunday Morning, 19's Community Calendar and giveaways for the walk. WOIO/WUAB has organized a team of 10 to participate as walkers for the event. Coverage will be supplied by CBS 19 NEWS. Proceeds will help the 22 Hunger Centers throughout Cleveland and surrounding communities.

UNITY DAY, THE 5TH ANNUAL EVENT HELD AT THE CONVENTION CENTER ON MAY 13TH is sponsored by Cleveland City Hall and brainstormed by Mayor Michael White and his Community Relations Board. An all stations participation, WOIO, opted to produced a generic 30 second psa to be aired by all stations, advertising the event. Stephen Wall from Key Bank and Dr. Darryl Tukufu were featured in the spot. Event was also scheduled to air on CBS 19 Community Calendar.

NATIONAL MINORITY COLLEGE GOLF CHAMPIONSHIP AND CELEBRITY TOURNAMENTS, THE 11TH ANNUAL EVENT WILL BE HELD ON MAY 19 & 20 at Sleepy Hollow & Highland golf course, co-sponsored by the NMCGSF.

WOIO has been the media sponsor for the last 5 years. Produced and aired a 30 second psa, featuring talent from the news department (Ronnie Duncan), who will co-chair and MC the event. Appearance on CBS 19 Sunday Morning, scheduled to air on CBS 19 Community Calendar. WOIO has organized a golf team of clients to participate in the event, along with Ronnie Duncan. Proceeds will help talented young golfers in their quest for a college education.

PAGE 2.

CBS 19 COMMUNITY AFFAIRS '97 EVENTS

ALL SPORTS BODY QUENCHER, SPORTS CHALLENGE, WILL BE HOLDING THEIR 14TH ANNUAL EVENT ON JUNE 21 AT TRI-C Community College. Co-sponsored by the Cystic Fibrosis Foundation Olympiad-style competition for local corporations. WOIO has been the media sponsor for the last 5 years, by producing and airing a 30 second psa with Carey Coleman and WOIO/WUAB employees, featured on CBS 19 Sunday Morning, CBS 19 Community Calendar and WOIO/WUAB's participation in the event. Proceeds are to successfully treat and raise the quality of life for those afflicted with the disease. News Coverage provided

AFRICAN AMERICAN FAMILY PICNIC, CELEBRATING THEIR 5TH ANNUAL EVENT ON August 2 at Luke Easter Park. Co-sponsored by the NAACP and the Urban League of Greater Cleveland, WOIO has been a participant since its inception. Featured on CBS 19 Sunday Morning, CBS 19 Community Calendar and a WOIO/WUAB's combined participation. Giveaways from both stations as well as over 1500-2000 new shoes of all sizes supplied by "Shoes For Kids." Talent and station employees appear to help in free shoes giveaway to the community. News Coverage provided.

JEWISH BIG BROTHERS/BIG SISTERS, WILL ONCE AGAIN HOLD THEIR ANNUAL, BOWL FOR KIDS SAKE IN SEPTEMBER '97. WOIO WILL PARTICIPATE AS THE MEDIA SPONSOR, HOWEVER HAVE NOT RECEIVED INFORMATION FROM BELLEFAIRE REGARDING THIS EVENT. LAST YEAR BEN HOLBERT & ERIC GREENE WERE PARTICIPANTS.

NORTHERN OHIO MARCH OF DIMES WOMEN'S GOLF CHAMPIONSHIP, WILL HOLD THEIR 9TH ANNUAL GOLFING EVENT. HAVE NOT RECEIVED THE PARTICULARS FROM THIS ORGANIZATION AS OF YET. HOWEVER, GRETCHEN CARLSON IS THE TALENT FOR THIS PARTICULAR EVENT.



COMMUNITY INVOLVEMENT- NEWS DEPARTMENT

JANUARY 1 THROUGH MARCH 31, 1997

(A) COMMUNITY INVOLVEMENT

JANUARY 1 THROUGH MARCH 31, 1997

(NEWS DEPARTMENT)

TOM MEYER

Participated as keynote speaker for the Cudell Improvement, Inc. 22nd annual dinner on January 15th at 7:00pm.

DENISE DUFALA

Participated as guest speaker for the Golden Jubilee Celebration at the West Side Irish American Club on January 18th at 6:00pm.

DENISE DUFALA

Participated as an award presenter for the Special Olympics of Ohio on January 19th at 4:30pm for figure skating competitors at the Winterhurst Ice Rink.

CAREY COLEMAN

Participated in the Home & Garden Show Promotion as a designated celebrity on January 22nd between 11:30am-1:00pm.

RONNIE DUNCAN

Participated as guest speaker for the D.A.R.E graduation ceremony of 475 students at Euclid High school on January 23rd between 7-9:00pm.

BEN HOLBERT

Participated in the Black History Program at Parmadale Family Services for 100 youngsters on February 25th.

JOHN STEHLIN

Participated in the kick-off of the 85th Anniversary Celebration of the Girl Scout cookie sale on February 28th at 12Noon.

BEN HOLBERT

Participated as the master of ceremony for the City of Cleveland's Black History program for Mayor Michael White on February 28th between 11:00am-12:30pm.

PAGE 2.

(A) COMMUNITY INVOLVEMENT

JANUARY 1 THROUGH MARCH 31, 1997

(NEWS DEPARTMENT)

DENISE DUFALA

Participated as an award presenter for McDonalds and the Cleveland Cavaliers "Black History Makers of Tomorrow" program on February 1st at 6:00pm.

DR. ROSE GABRIEL

Participated in the kick-off of "HeartScore '97" for National Heart Month on February 3rd at 11:45am. This is a direct tie-in to CBS This Morning's "HeartScore '97."

DENISE DUFALA

Participated in the North Olmsted Athletic Department's dinner to promote "Women In Sport Day" on February 4th between 6-7:00pm.

JOHN STEHLIN

Participated as a speaker for the Greater Cleveland Council of Boy Scouts "Breakfast of Champions" on February 8th at 8:30am.

DENISE DUFALA

Participated in the Rotary Clubs of Strongsville, Lakewood and Rocky River's annual Chili Open as an auctioneer on February 8th at 11:00am.

RONNIE DUNCAN

Participated as a featured speaker in the annual Akron Dental Health Month Celebration on February 10th at 7:00pm.

KIM GODWIN-WEBB

Attended the Black Professional Association's 17th annual scholarship and awards gala along with Harry Boomer, Cynthia Barnes and Michael Briddell on February 10th between 6:30-8:30pm, as well as other WOIO employees: Rick Harris, Dave Moody, Cheryl Pickens and Annie Billings.

MIKE OLSZEWSKI

Participated as the "King of Mardi Gras" at Dick's Last Resort" restaurant on February 11th between 8:00pm-12Mid.

PAGE 3.

(A) COMMUNITY INVOLVEMENT

JANUARY 1 THROUGH MARCH 31, 1997

NEWS DEPARTMENT

RONNIE DUNCAN

Participated in Cleveland Heights High School "Black History Assembly" as a speaker and inspirator on February 18th at 8:30am.

CAREY COLEMAN

Participated as a speaker to Community Preschool children introducing careers in Meteorology on February 19th at 11:00am.

DENISE DUFALA

Participated by singing the National Anthem at the Cleveland Crunch's soccer game on February 21st at 7:30pm.

GRETCHEN CARLSON & KIMBERLY GODWIN WEBB

Participated on a Akron University Communication's Department panel discussing "Women Redefining News" for Women's History Month On March 5th at 12:00Noon.

BEN HOLBERT

Participated in the "Dinner With Celebrity Waiters" to benefit the American Heart Association on March 8th at 7:00pm.

JACK MARSHALL

Participated in Hillside Junior High School's Career Day on March 12 between 10:45-11:00am.

RONNIE DUNCAN & DAVID BACON

Participated in the "Celebrity Challenge for Sportscaster" to benefit the American Cancer Society on March 13 between 5-10:00pm.

RONNIE DUNCAN

Participated in the ERA Lentz Associates Annual Dinner Dance & Raffle benefiting the Muscular Dystrophy Association on March 15 between 6:30-12:30pm.

DENISE DUFALA, SCOTT NEWELL & JULIE HANAHAN

Participated in the annual St. Patrick's Day Parade on March 17 at 12:30pm

PAGE 4.

(A) COMMUNITY INVOLVEMENT

JANUARY 1 THROUGH MARCH 31, 1997

(NEWS DEPARTMENT)

SCOTT NEWELL

Lectured at the Ohio Center for Broadcasting on television and anchoring, on March 20 at 9:30am.

MIKE OLSZEWSKI

Addressed two separate groups of 25 8th graders for Career Day at Harding Middle School on March between 1:45-2:45pm.

CYNTHIA BARNES

Presented the "Outstanding Woman's" award for the Mt. Pleasant community at Murtis Taylor-Multi-Service Center on March 21 at 7:30pm.

CAREY COLEMAN

Talked to approx. 200 students (K-5) each day on March 26 & 27 regarding the weather and science at 11:00am at Cranwood Learning Academy.

CYNTHIA BARNES

Participated as Mistress of ceremony for Phillis Wheatley's annual luncheon on March 29 at 12:00N, introducing Claire Freeman, Executive Director of CMHA as keynote speaker.



NON-BROADCASTING ACTIVITIES

CASE ELEMENTARY- CBS 19 WOIO, ADOPT-A-SCHOOL

SCOTT NEWELL AND AMY CASTELLI, will be participants at Case Elementary on Thursday, May 8th between 9:15 to 1:45pm for Career Day. Discussed will be motivating information about their professions and awareness of the various careers in the future

WOIO ISSUED TWENTY TICKETS TO CASE ELEMENTARY FOR THE CAVS vs WASHINGTON BULLETS BASKETBALL GAME ON JANUARY 11, 1997

NON-BROADCASTING ACTIVITIES

BE COOL ABOUT FIRE SAFETY

"Be Cool About Fire Safety" is a campaign spearheaded by The Advertising Council and sponsored in conjunction with the For a Safer American Coalition. This 15 minute program consist of hosts Sue, Chuck ,Jose the Hydrant, Seymour The Smoke Detector and a bunch of others that gives an important lesson on how to protect yourself from the dangers of fire.

WOIO localized the program by adding Cleveland's Mayor Michael White and WOIO's Chief Meteorologist, Carey Coleman who introduced these important characters.

We produced 172 VHS tapes that were distributed to Cleveland and surrounding elementary schools with this important message. The project was sponsored by Finast Friendly Markets, Ameritech and CBS 19 WOIO.



19 CBS AND WUAB CONTRIBUTE "*NEIGHBORHOOD WEATHERNET*" SYSTEMS TO AREA SCHOOLS

19 CBS and WUAB are now using the exclusive "*Neighborhood WeatherNet*" system to bring news viewers instant and accurate data directly from local communities. The "*Neighborhood WeatherNet*" units, which 19 CBS and WUAB donated to schools and public facilities, also provide each location with a unique and beneficial educational tool.

At each site, weather sensors are coupled with computer data logging and visual displays. With "*Neighborhood WeatherNet*" setups, students can track daily weather in their area, including temperature, humidity, windspeed, dew point and more. The data, once recorded, appears through graphic imaging on a computer screen at an accessible area of the school. 19 CBS and WUAB Chief Meteorologist **Carey Coleman** accesses the schools' data daily and incorporates the collected information into his weathercasts on "19 News CBS" at 6:00 p.m. and 11:00 p.m. and "*The Ten O'Clock News*" on WUAB, Channel 43.

An enthusiastic Coleman explains, " '*Neighborhood WeatherNet*' is an exciting hands-on tool for youngsters. It truly is an innovative way to help them learn more about science. And, of course, the area data gathered from '*Neighborhood WeatherNet*' adds to the accuracy of our neighborhood forecasts."

The seven schools currently on "*Neighborhood WeatherNet*" are Garrett Morgan School of Science, Cleveland; Wilcox Elementary, North Ridgeville; Fuchs Bet Sefer Mizrachi Elementary, University Heights; Sidney Fenn Elementary, Medina; Caledonia School, East Cleveland; and Whitter Middle School, Lorain. Currently, McKinley Elementary, Lakewood and Greenbriar Elementary, Parma, are in the process of installing "*Neighborhood WeatherNet*."

1/1	--- (NEW YEARS)	---	---
1/8	WHITTIER MIDDLE SCHOOL	MICHELLE RUSHINSKY GR:8, PH:	1/8-NOON-LIVE?
1/15	GREENBRIAR ELEMENTARY	(SKIPPED THIS ROUND!)	
1/15	MCKINLEY ELEMENTARY	TOMMY KRECIC GR:5	1/15-NOON-LIVE
1/22	CALEDONIA SCHOOL	SHARDAY WARD GR:5, PH:321-4668	1/22-NOON-LIVE
1/29	SIDNEY FENN ELEMENTARY	BRENDAN REGULINSKI GR:3	1/29-NOON (LOOK-LIVE)
2/5	FUCHS BET SEFER MIZRACHI	CHAIM JACOBSON GR:7, PH:397-0643	2/5-NOON-LIVE
2/12	GARRET MORGAN SCHOOL	WAYNE THOMAS GR:8	2/12-NOON-LIVE
2/19	WILCOX ELEMENTARY	BRITTANY CHIOFOLETTI GR:5, PH:327-7746	2/19-NOON-LIVE
2/26	WHITTIER MIDDLE SCHOOL	BRAD SWEET GR:8	2/26-NOON LOOK-LIVE
3/5	GREENBRIAR ELEMENTARY	PHILL WILSON GR:8, PH:842-9317	3/5-NOON-LIVE
3/12	MCKINLEY ELEMENTARY FAIRPORT HARBOR	STEPHANIE REBENOCK GR:6, PH:354-8650	3/12-1PM-CAREY
3/19	MCKINLEY ELEMENTARY LAKEWOOD	WILL GUZAY GR:5, PH:226-4621	3/19-NOON-LIVE
3/26	CRANWOOD LEARNING CTR. GARFIELD HTS.	CIERA ROGERS GR:4, PH:518-1548	3/26-NOON-LIVE W/CAREY
4/2	CHILDREN'S MUSEUM CLEVELAND	---	4/2-NOON-LIVE
4/9	CALEDONIA SCHOOL EAST CLEVELAND	CHLOE BIGGOM GR:6, PH:851-9912	4/9-NOON-LIVE

Memorandum



To: Tom Griesdorn,
From: Monica Banks, Ext. 5042
Date: May 8, 1997

WUAB PUBLIC SERVICE PROJECTS 1997

FIRST QUARTER

JANUARY 1997

"43 For Families" Adoption awareness campaign. A project in conjunction with Wendy's of Northeast Ohio and the Kellogg Foundation, through November 1997. Monthly PUBLIC SERVICE Announcements featuring adoptable kids.

Multiple Sclerosis (M.S.) Read-a-thon. kick off. Jan-March assemblies at elementary schools. PUBLIC SERVICE Announcements, employees (on & off air) personal appearances, and "43 Focus" show.

FEBRUARY 1997

Black History Month Producing a series of public service announcements featuring Ben Holbert as talent.

"The Sonoran Desert, Lorain County Metroparks" a locally created exhibit depicting the Sonoran Desert of the United States at the Lorain County Metro Park's French Creek Reservation. "43 Focus:", Public Service Announcements and Banners. WUAB sponsored.

WUAB PUBLIC SERVICE PROJECTS

1997

SECOND QUARTER

APRIL 1997

Minority Health Month. In conjunction with the Ohio Commission on Minority Health and Finast Friendly Foods Corporation. Will promote healthy lifestyles for minorities through "HEROS FOR HEALTH COMPETITION" \$100 Finast gift certificates for winners in 4 categories. Minority Health Month promoted on "43 Focus:", Public Service Announcements and on "The Ten O'clock News". Health Beat reports with Dr. Rose Gabrielle. Second year as the media sponsor for Northern Ohio.

"24 Math Challenge" Sponsored by WUAB and Cleveland CAVS. a regional math contest for children. 5,000 invitations sent to schools in Cuyahoga, Lorain and Summit Counties. More than 63,000 students will participate in tournaments at their schools. Championship finals will be at the Great Lake's Science Center, April 10, 1997. PUBLIC SERVICE Announcements promoting math skills to air Feb. through April. The event will be promoted on "43 Focus." "The Ten O'clock News" coverage please.

MAY 1997

(Multiple Sclerosis) M.S. Read-A-Thon Thanks 24 kids who individually raised \$500 & \$1000, will attend a special behind the scene party with Cynthia Barnes at Sea World, Tuesday May 13, 1997. Children will be featured on "43 Kids" Thursday May 15 and will appear in a :10 Public Service Announcement thanking all participants. Kids raised \$120,000 this year.

(Multiple Sclerosis) M.S. Read-A-Thon Day at Sea World for all of the participants who raise at least \$ 15. May 17, 1997.

Cystic Fibrosis Foundation "Great Strides Walk-a-Thon" at the Cleveland Zoo. Jack Marschall MC. PUBLIC SERVICE ANNOUNCEMENTS. May 17, 1997.

JUNE 1997

The Cans Festival Second Harvest Food Bank. A contest between local Lorain County businesses to collect canned goods and build structures at Midway Mall. June 15- June 22, 1997. WUAB, Media sponsor.

Lorain International: 28th annual special High-lighting the various nationalities represented in Lorain and salute to a Lorain Industry. Special. PUBLIC SERVICE ANNOUNCEMENTS, Festival, parade, & "43 Focus:" Last week of June.

WUAB PUBLIC SERVICE PROJECTS

1997

THIRD QUARTER

JULY 1997

Ronald McDonald Friends Open golf tournament series sponsored by WUAB. Jack Marschall Honorary Chairman of Shar-a-Night fund campaign. Golf outings July 9, Boston Hills Country Club/Summit County; Aug. 8, Madison Country Club, Lake County; Sept 10, Sweetbrier Golf Club, Lorain County. PUBLIC SERVICE ANNOUNCEMENTS. and "43 Focus:"

AUGUST 1997

Ronald McDonald Friends Open golf tournament series sponsored by WUAB. Aug. 8, Madison Country Club, Lake County.

Asthma Games, American Lung Association, August 1997. WUAB sponsored. Children with asthma compete in Olympic style events. Brings attention to the abilities rather than disabilities of children with asthma.

SEPTEMBER 1997

Ronald McDonald Friends Open golf tournament series sponsored by WUAB. Sept 10, Sweetbrier Golf Club, Lorain County.

WUAB PUBLIC SERVICE PROJECTS

1997

FOURTH QUARTER

OCTOBER 1997

Walktoberfest WUAB sponsored event, American diabetes association fund-raiser to help find a cure to prevent and cure diabetes and improve the lives of all. Holly to do PUBLIC SERVICE ANNOUNCEMENTS, "43 Focus." New Coverage please. (Jack Marschall, honorary chairperson)

OCT 5, 1997

NOVEMBER 1997

43 For Families: November is adoption awareness month. This will conclude the 2 year campaign to educate the public about adoption. Possible events include: Day at the Zoo in conjunction with Cuyahoga County Department of Children and Family Services as the Zoo celebrates the 10th anniversary of the Rain Forest. pennant anxious

Toys for Tots, WUAB sponsored campaign. PUBLIC SERVICE ANNOUNCEMENTS, campaign kick off, "43 Focus:" and Lorain Christmas party thank you.

DECEMBER 1997

Lorain Christmas Party, Annual party for impoverished children in Lorain. Donation of toys from Toys for Tots; & shoes, socks, underwear, gloves from Shoes For Kids.

CAVS-43 "Hoops for Hunger" canned food collection for Hunger Network.

Carol Nicholson
Weekly Report 5/6/97

MISCELLANEOUS:

- I'm off this Friday.

WOIO PROMOTIONS:

- *ROCK-N-ROLL HALL OF FAME INDUCTION/May 6*: Coordinated the last of the multi-market promotional concerns to bring all winners to town. Final steps are being made to get welcome packages to the hotel, limo arrangements confirmed, etc. Thanks, **TAMIKA**, for all your assistance! By the time you read this, the event will be over!!
- *OMNIMAX SPONSORSHIP/May 16-November*: Just got counter-proposal out this week for the sponsorship which is slated to begin next Friday. Awaiting response.
- *DR. QUINN'S RIDE INTO THE WEST/June*: Beginning the groundwork of all necessary printing with the agency. Rules, entries, poster snipes and spot production needed. RPMC will handle all travel this year and I have a call in to them re: choice dates.
- *RACE FOR WISHES/August 9*: Still waiting to hear back from the Race rep at Make-A-Wish. They met last week and are sending a detail of their media requests.
- *PEDAL TO THE POINT/August 16/17*: Spoke with Diane Gallagher of MS today and she'd like to set up a meeting. **SCOTT? TERRY?** Carmie secured entire morning team! **TAMIKA**, prepare for 2000 premiums (existing band-aid dispensers?) for participants.
- *AIDS WALK/September 28*: Putting together a counter-proposal requesting prominent, co-presenting status along side Plain Dealer. Also recapping what was asked of us last year and what we over-delivered.
- *RACE FOR THE CURE/September 28*: Haven't heard back on extent of TV5 involvement, and with AIDS Walk the same weekend...
- *OHIO'S BLACK EXPO/October 11*: Status Quo. Convention Center event draws 10,000. We're selling sponsorship packages with air time. Will probably arrange for news talent/booth.